

R. H. Macy & Co.'s Attractions Are Their Low Prices

Macy's

Herald Square, Broadway, 34th to 35th St.

SPECIAL DELIVERY SERVICE
For Users of Our Deposit Account
As an additional convenience for those who carry a deposit account, we shall, from May 15th to September 15th, deliver free to any point in the United States East of the Mississippi River all purchases charged to Deposit Accounts that are in existence prior to May 15th, 1912.
Merchandise which, under the regulation of the Post Office Dept., can be sent by mail, will be delivered free anywhere in the United States.

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Herald Square, Broadway, 34th to 35th St.

A reduction of our higher grade

Trimmings Hats

To Below Cost

About One Hundred and Fifty, including a number of Original Paris models.

Included are a lot heretofore priced from \$15.89 to \$19.89, now

\$9.89

Another group, formerly \$20.89 to \$29.89, now

\$14.89

Still higher priced models similarly reduced.

Second Floor, Centre.

Imported

Albatross Negligee

Elsewhere a similar model would cost \$15.00.



Off fine quality Albatross in white, gray and pastel tints. Modelled on long, graceful lines.

Fine tucks in front give the required fullness. The back is cut bias to ensure added fullness. The handsome messaline collar has hand embroidered dots, and is finished with Valenciennes lace. Heavy wool girdle.

We carry many imported models, including exquisite robes of hand-embroidered Venetian cloth. Some of our hand-stencilled negligees, in rich Oriental design, others in crinkled crepe and of wonderfully contrived batiste lace and embroidery. These from the well-known Continental house of

E. Braun et Cie., of Vienna, Carlsbad, Paris & Berlin, whose sole American agents we are. Prices from \$19.89 to \$87.50.

We also maintain fully equipped workrooms on the premises, and will copy almost any imported model in our salon in other materials and color if desired, at short notice, and at our usual lowest-in-the-city prices.

Second Floor, Centre.

The Macy Policy

The Fundamental Principle which we have maintained for over half a century is to sell reliable merchandise only, at lowest-in-the-city prices. We have maintained this heretofore; we do maintain it to-day; we intend to maintain it in the future.

Others Give Discounts to some and sell on credit to others. We give neither credit nor discounts to anyone. Instead we give the best values first, last and always, to all.

When in a moment of desperation others cut to meet our prices, we in turn cut again and as often as necessary to sustain the Macy reputation for Underselling Supremacy.

We do this not for the momentary glory of beating an isolated competitor. We always sell at lower prices than others, and our price-cutting is solely to maintain this ancient Macy principle.

While we frequently have "Sales" when we sell at less than even our usual prices, we do not seek your patronage on the ground of these "Sales." We have the sales because we want to dispose of merchandise that has been in the store too long or because we happen to buy a large quantity of merchandise at very special prices. But such "Sales" are only of passing interest. The important fact is that every article of merchandise sold throughout this store every day in the year carries with it the **REGULAR MACY SAVING OF FROM 10% to 25%.**

Oil, Gas Electric LAMPS—1-3 LESS

Than our former Lowest-in-the-City prices

A Clearance Sale of Lighting Fixtures comprising practically all the sorts required for use in town or country homes.

By actual count there are 2,321 pieces to be disposed of during this sale. They have been selected from fourteen distinct branches of our lamp department.

One-half of our lamp department has been given over exclusively to the display of these goods, making selections easy and your purchasing a matter of comfort. The assortment is large, including gas, electric and oil lamps, electrolights, domes, candelabra, lanterns, hall lamps and bracket fixtures.

A brief review of the wide range of goods and prices included in this clearance sale is given below.

| | | | |
|---|---------------------------|---|---------------------------|
| 55 Imported Bronze Electrolights. Were \$5.89 to \$13.99. Now | \$3.98 to \$92.50 | 56 Decorated Glass Oil Lamps. Were 99c to \$2.75. Now | 63c to \$14.52 |
| 1,213 Gas and Electric Globes and Shades. Plain, decorated and cut glass. Were 10c to \$1.80. Now | 7c to \$3.26 | 151 10-in. Decorated Shades for Gas and Oil Portable Lamps. Were 8c to \$5.89. Now | 63c to \$3.93 |
| 41 Imported Silk and Japanese Bamboo and Silk Lamp Shades. Were 40c to \$12.49. Now | 33c to \$8.33 | 98 Hanging Domes, Lanterns and Showers for Electrolights. Were \$3.49 to \$39.49. Now | \$2.33 to \$26.49 |
| 149 Gas and Electric Portable Lamps. Were \$4.97 to \$64.50. Now | \$3.31 to \$42.50 | 172 Brass Candle Sticks and Candelabra. Were 25c to \$17.80. Now | 15c to \$11.93 |
| 134 Plain and Decorated Shades and Globes for Oil Lamps. Were 9c to \$5.97. Now | 63c to \$3.98 | 112 Varied Colored Candle Shades. Were 10c to 40c. Now | 7c to 33c |
| 11 Imported Alabaster Inverted Dome Electric Hanging Fixtures. Were \$19.89 to \$97.50. Now | \$13.26 to \$64.50 | 68 Crystal Hanging Lamps Fitted Complete for Electricity. Were \$2.89 to \$50.00. Now | \$1.93 to \$166.50 |
| 71 Bracket Fixtures for Walls, Halls and Porches. Were \$1.49 to \$39.80. Now | 99c to \$26.49 | | |



Basement, B'way, 34th St.

Solid 14-Karat Jewelry

At Forty per cent Less Than if We Had Purchased Through Usual Channels

This sale comprises the entire stock of a Newark manufacturer, who manufactured exclusively for the fine jewelers. Desiring immediate funds, he decided not to carry it over until fall.

This is no ordinary jewelry sale. Every piece is of the highest expression of the goldsmith's art. All parts, including the springs, joints and catches, are made of solid 14-karat gold.

Link Cuff Buttons, Lockets, Scarf Pins, Tie Clips, Watch Fobs, Brooches and La Vallieres predominate in this rich assortment.

A moderate variety of Picture Frames, Bouquet Pins, Buckles, Sash, or Collar Pins is also included.

The variety is so wide as to meet the purse of the most moderate or the wishes of the most exacting. These values, however, are representative:

| | It bought in the ordinary way we would have to sell these goods for | Special | | It bought in the ordinary way we would have to sell these goods for | Special |
|------------------------------|---|--------------------|--------------------|---|-------------------|
| Chatelaine Sets, | \$58.25 to \$70.25 | \$33.24 to \$41.49 | Lockets, | \$3.74 to \$28.74 | \$2.34 to \$16.74 |
| Vanity Boxes, | \$18.89 to \$22.89 | \$10.74 to \$13.24 | Brooches, | \$1.39 to \$46.89 | 69c to \$26.74 |
| Photo Frames, | \$12.74 to \$25.49 | \$7.29 to \$14.24 | Cuff Links, | \$2.74 to \$23.49 | \$1.69 to \$13.24 |
| Bouquet Pins, | \$10.89 to \$13.24 | \$6.44 to \$7.29 | Tie Clips, | \$2.24 to \$13.49 | \$1.34 to \$7.29 |
| Buckle, Sash or Collar Pins, | \$5.49 to \$25.49 | \$2.97 to \$14.24 | Lapel Coat Chains, | \$5.49 to \$9.24 | \$2.97 to \$5.64 |
| La Vallieres, | \$7.49 to \$32.49 | \$4.84 to \$18.49 | Scarf Pins, | \$1.39 to \$15.74 | 69c to \$9.09 |
| | | | Watch Fobs, | \$4.49 to \$15.74 | \$2.34 to \$9.09 |

Main Floor, Centre

Oriental Rugs and Turkish Carpets

At Half Prices and Less

TABRIZ RUGS

Marked at Less Than They Could Be Purchased for in the Open Market at Wholesale To-Day. We obtained them some time ago from an Oriental rug importer who was anxious to convert part of his stock into funds.

| Sizes | Regular Prices | Sale Prices | Sizes | Regular Prices | Sale Prices |
|-----------------------------|----------------|-----------------|-----------------------------|----------------|-----------------|
| 8 ft. 5 in. x 5 ft. 4 in. | \$225.00 | \$110.00 | 12 ft. 6 in. x 8 ft. 6 in. | \$490.00 | \$240.00 |
| 8 ft. 6 in. x 5 ft. 4 in. | \$185.00 | \$90.00 | 12 ft. 6 in. x 9 ft. 5 in. | \$395.00 | \$195.00 |
| 11 ft. 1 in. x 8 ft. 2 in. | \$330.00 | \$165.00 | 12 ft. 7 in. x 8 ft. 10 in. | \$460.00 | \$225.00 |
| 11 ft. 5 in. x 9 ft. 3 in. | \$370.00 | \$180.00 | 12 ft. 8 in. x 9 ft. 4 in. | \$395.00 | \$195.00 |
| 11 ft. 7 in. x 7 ft. 3 in. | \$330.00 | \$165.00 | 12 ft. 9 in. x 9 ft. 2 in. | \$365.00 | \$280.00 |
| 12 ft. 1 in. x 8 ft. 9 in. | \$525.00 | \$250.00 | 13 ft. 0 in. x 8 ft. 7 in. | \$460.00 | \$225.00 |
| 12 ft. 2 in. x 9 ft. 1 in. | \$375.00 | \$185.00 | 13 ft. 2 in. x 8 ft. 10 in. | \$430.00 | \$210.00 |
| 12 ft. 2 in. x 9 ft. 6 in. | \$375.00 | \$185.00 | 13 ft. 6 in. x 9 ft. 0 in. | \$435.00 | \$215.00 |
| 12 ft. 3 in. x 8 ft. 10 in. | \$405.00 | \$202.50 | 13 ft. 6 in. x 9 ft. 8 in. | \$595.00 | \$295.00 |
| 12 ft. 5 in. x 9 ft. 0 in. | \$455.00 | \$225.00 | 14 ft. 2 in. x 8 ft. 11 in. | \$650.00 | \$310.00 |

SPARTA CARPETS

Our own stock reduced in order to make room for the display of Summer goods. They are in the delicate shades, such as rose, Nile, green, pink, ecru and ivory, but as durable as the darker-colored Oriental coverings.

Many of them have beautiful light backgrounds with wonderfully soft-toned borders. These carpets are choice specimens of Turkish loomwork.

| Sizes | Our Former "Lowest-in-the-City" Prices | Sale Prices | Sizes | Our Former "Lowest-in-the-City" Prices | Sale Prices |
|------------------------------|--|-----------------|------------------------------|--|-----------------|
| 9 ft. 0 in. x 7 ft. 3 in. | \$98.50 | \$65.50 | 12 ft. 2 in. x 9 ft. 2 in. | \$159.00 | \$112.50 |
| 10 ft. 5 in. x 8 ft. 4 in. | \$124.00 | \$87.50 | 12 ft. 2 in. x 10 ft. 9 in. | \$198.00 | \$132.50 |
| 11 ft. 11 in. x 9 ft. 1 in. | \$159.50 | \$108.50 | 12 ft. 5 in. x 9 ft. 8 in. | \$159.50 | \$115.50 |
| 12 ft. 0 in. x 9 ft. 0 in. | \$159.00 | \$108.50 | 13 ft. 4 in. x 9 ft. 11 in. | \$198.00 | \$132.50 |
| 12 ft. 0 in. x 10 ft. 9 in. | \$198.00 | \$129.50 | 14 ft. 10 in. x 11 ft. 8 in. | \$274.00 | \$174.50 |
| 12 ft. 1 in. x 10 ft. 11 in. | \$198.00 | \$132.50 | 15 ft. 0 in. x 11 ft. 9 in. | \$274.00 | \$177.50 |
| 12 ft. 1 in. x 9 ft. 0 in. | \$159.50 | \$110.50 | 15 ft. 3 in. x 12 ft. 0 in. | \$274.00 | \$184.50 |

Small Size Oriental Rugs

A special purchase, making it possible to mark them at exceptionally low prices. You will find a splendid assortment of Oriental designs in varying colors. The fabric is firm and promises good wear.

Belochistans

Average size, 5 ft. 0 in. x 2 ft. 6 in. Would sell elsewhere \$12.50 to \$30.00. Our prices, **\$7.49, \$9.89, \$12.48, \$14.94**

Mossouls

Average size, 6 ft. 0 in. x 3 ft. 6 in. Would sell elsewhere \$17.50 to \$30.00. Our prices, **\$12.48, \$14.94, \$17.74, \$19.94**

Third Floor, B'way

A Clearance of Women's Suits

The styles represented are the very latest models, and formed a conspicuous part of our extensive Easter Display. Some of the lines and sizes are broken, which accounts for the present break in prices.



Sizes for average women, extra small and extra large women are included.

Lot 1—Embraces about sixty of our exclusive models in fine blue and black French Serge and the newest shades of Gray in Whipcords and Worsteds. Some are the regular man-tailored models, plain, and expertly finished. Others are elaborately trimmed with braid and buttons, with the very latest scarf, panel and tunic skirts.

Were up to \$39.74, Now

\$24.74

Lot 2—Includes about forty of our smartest models in fine twill and Men's wear Serge, in navy blue, gray and tan. Some have the coats and skirts trimmed with braid, ornaments and buttons. Others follow plain, conservative lines. Every suit is man-tailored, and strictly up to our high standard of quality.

Were up to \$29.74, Now

\$18.74

MISSES' SUITS—Special



Man Tailored Suits \$19.74 Suits of this quality sell elsewhere as high as \$25.00.

Of durable Men's wear Serge in black or navy blue. The three-button cutaway coat has hand-turned collar and revers. New capotelet skirt with stitched panel in the back. Sizes 14 and 16 years.

Serge Walking Suits \$25.74 Suits of this quality sell elsewhere as high as \$30.00.

In navy blue, black or tan. Coat is shirred in back under short belt. Collar and sleeves trimmed with contrasting satin. Skirt has shirred back and simulated overskirt. Sizes 14 and 16 years.

In addition to the wide range of Tailored Suits displayed in our regular stock at prices from \$19.74 to \$44.74 we are also showing the latest styles in Tailored Suits, Whipcords and Tany mixtures and Tany Coats and Mackinaws at from \$19.74 to \$39.74. Many of our dainty Lingerie Dresses are also here, of batiste, voiles, dotted Swisses and other sheer fabrics at from \$4.00 up to \$14.75 for an imported model of chemise batiste and fillet lace.

Second Floor, B'way, 35th St.

Spring Dress Goods Remnants

A Mid-season Sale at half and even less than half of bolt prices.

Departing from the general custom of disposing of remnants at the end of the season, we offer these goods now at the very height of their popularity. On our Main Floor there are six large tables full of the most desirable dress goods from our own stock. All are standard qualities in dress, suit, and skirt lengths. Hundreds of skirt, dress and suit lengths, equally good value as those described below, but all differing only in length, color and price.

| | | | |
|---|------------|--|------------|
| Brown and White Stripe Suiting, 4 yards, 54 inches wide, was \$1.98, now | 98c | All-wool French Printed Challis, 8 yards, was 68c, now | 29c |
| Imported Royal Broadcloth, 4 yards, 54 inches wide, was \$1.98, now | 98c | Printed Wool Vell, 5 yards, 44 inches wide, elsewhere \$2.00, now | 68c |
| Silk Warp Henrietta, 6 yards, 54 inches wide, was \$1.39, now | 59c | Navy Blue Imported Eamine, 6 yards, elsewhere \$1.50, now | 58c |
| All-wool Cream Serge, 4 yards, 54 inches wide, elsewhere \$1.35, now | 89c | All-wool Navy Blue Whipcord, 4 yards, 54 inches wide, was \$1.79, now | 98c |
| Creme English Mohair, 6 yards, 54 inches wide, was \$1.39, now | 69c | All-wool Gray Mannish Suiting, 4 yards, 54 inches wide, elsewhere \$1.50, now | 69c |
| Two-tone Mixtures, 4 yards, 54 inches wide, was \$1.39, now | 49c | Brown Stripe Suiting, 4 yards, 54 inches wide, elsewhere \$1.25, now | 69c |
| All-wool Navy Blue Self-Wrapped Serge, 4 yards, 54 inches wide, was \$1.49, now | 88c | All-wool Navy Blue Storm Serge, 4 yards, 54 inches wide, elsewhere 75c, now | 59c |
| All-wool Black Imported Serge, 4 yards, 54 inches wide, elsewhere \$2.00, now | 98c | Black and White Hairline Suiting, 4 yards, 54 inches wide, elsewhere \$1.25, now | 69c |
| White Corduroy, 5 yards, 26 inches wide, elsewhere \$1.00, now | 29c | Black Basket Serge, 4 yards, 54 inches wide, elsewhere \$1.35, now | 69c |

Main Floor, 35th St.

French Novelty Wash Fabrics

Our own Spring importation to the value of \$6,000.00. At 40% less than our former prices.

Sixteen weaves. Over a dozen colors in each weave.

The color range includes pink, light blue, helio, French gray, Copenhagen blue, reseed green, mais, navy, champagne, violet and ivory white.

| | | |
|---|--|--|
| 49c Woven Stripe Voile, 38 inches wide, Was 69c yard. | 59c Silk Warp Crepe, 38 inches wide. In solid colors only. Was 99c yard. | 79c Silk & Cotton Fancy Woven Marquisette, 38 inches wide. Solid colors only. Was \$1.39 yard. |
| 89c Embroidered Plumetis in Novelty Weaves, 38 inches wide. Some elaborately embroidered. Were \$1.09 to \$1.49 yard. | | |

Formerly 89c and 99c. Now 69c.

| | | |
|--|--|---|
| Striped Silk-wrapped Pineapple Tissue, 38 inches wide. Was 99c yard. | Woven Striped Marquisette, 42 inches wide. Was 99c yard. | Embroidered Plumetis, 38 inches wide. Was 89c yard. |
|--|--|---|

Main Floor, 35th St.

Standard Macy Linen Numbers

At Regular Prices that are 25% lower than Sale Prices often offered elsewhere

Damask Table Cloths and Napkins woven expressly for us in Dunfermline, Scotland, the home of the best in linens.

Our own importation. Choice of four neat designs.

(1) Cluster of Clover Leaf. (2) Polka Dot Centre with American Beauty Rose Border. (3) Poppy and Marguerite Pattern. (4) Roses throughout.

Cloths, 68x72 in., \$1.59 68x90 in., \$1.98 68x108 in., \$2.39

Napkins, 19 in. doz., \$1.59 22 in. doz., \$2.19

All-Linear Damask Table Cloths and Napkins to match.

Our own importation. Woven in two round patterns especially for use on round tables.

The designs are Acanthus and Spot and the Rococo reproductions of ancient Grecian and Italian architecture.

Cloths, 72x72 in., \$2.49 72x90 in., \$2.97 72x108 in., \$3.69

Napkins, 22 in. doz., \$2.97 24 in. square, doz., \$3.79

Macy's All-Linear Damask Table Cloths and Napkins to match.

Woven expressly for us, in the following select designs:

(1) Chrysanthemum and Spot Centre. (2) Fleur de Lis. (3) Pansy. (4) Stripe Centre with Grecian Border.

Cloths, 2x2 yds., \$2.19 2x2 1/2 yds., \$2.94 2x3 yds., \$3.56

Napkins, 20 in. sq. doz., \$2.19 22 in. doz., \$2.69

Main Floor, 35th Street, Rear

SPREADS, BLANKETS AND BED LINENS

At Prices That Cannot Be Duplicated After This Quantity is Exhausted Owing to Recent Cotton Market Rise.

OUR "RED STAR" Seersucker Bedspreads. 62x90 in., \$1.17 ea. 72x90 in., \$1.29 ea. 60x90 in., \$1.46 ea. 90x100 in., \$1.69 ea.

A dependable summer covering for use in hotels and institutions.

OUR "RED STAR" 60x80 in., from \$2.93 up to \$6.09 pr. California 72x84 in., from \$3.54 up to \$6.99 pr. Wool 80x86 in., from \$4.96 up to \$7.94 pr.